

# Healthy DIRECTIONS

Serving the Canadian Natural Health Industry since 1999.

- **National Coverage**
- **Best Price Per Impression of all Canadian, gloss health magazines**
- **Proven Results**

## AD RATES 2012

### Gloss Advertising Rates - RATES INCLUDE FULL COLOUR

AD SIZES	1X RATE	3X RATE	6X RATE
Outside Back Cover	\$6,500.00	\$5,500.00	\$5,000.00
Inside Covers	\$5,250.00	\$4,600.00	\$4,000.00
full page	\$4,000.00	\$3,450.00	\$3,000.00
3/4 page	\$3,200.00	\$2,750.00	\$2,400.00
2/3 page	\$2,800.00	\$2,400.00	\$2,100.00
1/2 page	\$2,400.00	\$2,050.00	\$1,800.00
1/3 page	\$2,000.00	\$1,700.00	\$1,500.00
1/4 page	\$1,500.00	\$1,300.00	\$1,100.00
Direction Post	\$1,000.00	\$850.00	\$750.00
Business Card	\$625.00	\$550.00	\$500.00
Hot Off the Shelf <b>NEW!</b>	\$625.00	\$550.00	\$500.00
Health Services	\$400.00	\$340.00	\$300.00
Market Square	\$400.00	\$340.00	\$300.00
Spa Guide	\$350.00	\$300.00	\$250.00
Practitioner's Guides	\$200.00	\$175.00	\$150.00

### Classifieds and Courses Guide

Classifieds/Courses sections are billed at \$3.00/word per issue.

### ONLINE COUPONS! **NEW!**

Access our online coupons page. Upload 10 coupons for \$250.00/month!

### Flyer Inserts and Stitch-In Cards

Please call 1-877-276-1849 for pricing.

### On-Line Banner Ads

Advertise on-line at [www.HealthyDirections.ca](http://www.HealthyDirections.ca). Top banner ads are \$500/month. Side bar ads are \$250/month.

### Ask About Free QR Codes and Incentives **NEW!**

Platinum, Gold, Silver and Bronze Advertising Packages

### Circulation

Circulation: 100,000  
Est. Readership: 300,000

Healthy Directions is distributed six times a year through 500+ health food stores, grocery stores and wellness centres in Canada.

### Deadlines

#### Ad Bookings and Artwork

Nov. 10th for Dec/Jan  
Jan. 10th for Feb/Mar  
Mar. 10th for April/May  
May 10th for June/July  
July 10th for Aug/Sept  
Sept. 10th for Oct/Nov

### Requirements

300 dpi high resolution, press ready, PDF format with fonts and layers embedded.

### Contact Us

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1-877-276-1849  
[www.healthydirections.ca](http://www.healthydirections.ca)



Look us up as:  
Healthy Directions  
magazine

*\*All prices subject to applicable provincial taxes. All prices subject to change.*

# Ad Sizes

<p><b>Full Page Full Bleed</b></p> <p><b>Important!</b> Please leave 1/4 inch extra bleed.</p> <p>8 1/8" x 10 5/8" (8.125 x 10.625) + .25</p>	<p><b>Full Page No Bleed</b></p> <p>7 3/8" x 9 3/4" (7.375 x 9.75)</p>	<p><b>3/4 Page Ad</b></p> <p>7 3/8" x 8 7/16" (7.375 x 8.44)</p>	<p><b>2/3 Page Ad</b></p> <p>4 7/8" x 9 3/4" (4.875 x 9.75)</p>	<p><b>2/3 Page Ad Full Bleed</b></p> <p><b>Important!</b> Please leave 1/4 inch extra bleed.</p> <p>5 1/4" x 10 5/8" (5.25 x 10.625) + .25</p>	<p><b>1/2 Page Vertical</b></p> <p>3 3/4" x 9 3/4" (3.75 x 9.75)</p>
<p><b>1/2 Page Vertical Full Bleed</b></p> <p><b>Important!</b> Please leave 1/4 inch extra bleed.</p> <p>4" x 10 5/8" (4.0 x 10.625) + .25</p>	<p><b>1/2 Page Horizontal</b></p> <p>7 3/8" x 4 3/4" (7.375 x 4.75)</p>	<p><b>1/2 Page Horizontal Full Bleed</b></p> <p><b>Important!</b> Please leave 1/4 inch extra bleed.</p> <p>8 1/8" x 5 1/4" (8.125 x 5.25) + .25</p>	<p><b>1/2 Page Standard</b></p> <p>4 7/8" x 7" (4.875 x 7)</p>	<p><b>1/2 Page Standard with bleed</b></p> <p><b>Important!</b> Please leave 1/4 inch extra bleed.</p> <p>5 1/4" x 8 1/8" (5.25 x 8.125) + .25</p>	<p><b>1/3 Page Vertical</b></p> <p>2 1/4" x 9 3/4" (2.25 x 9.75)</p>
<p><b>1/3 Page Vertical with Bleed</b></p> <p>Please leave 1/4 inch extra bleed.</p> <p>2 5/8" x 10 5/8" (2.625 x 10.625) + .25</p>	<p><b>1/3 Page Horizontal</b></p> <p>7 3/8" x 2 1/2" (7.375 x 2.5)</p>	<p><b>1/3 Page Horizontal with Bleed</b></p> <p>Please leave 1/4 inch extra bleed.</p> <p>8 1/8" x 3" (8.125 x 3) + .25</p>	<p><b>1/4 Page Vertical</b></p> <p>1 1/2" x 9 3/4" (1.5 x 9.75)</p>	<p><b>1/4 Page Vertical with Bleed</b></p> <p>Please leave 1/4 inch extra bleed.</p> <p>1 7/8" x 10 5/8" (1.875 x 10.625) + .25</p>	<p><b>1/4 Page Horizontal</b></p> <p>7 3/8" x 2 1/8" (7.375 x 2.125)</p>
<p><b>1/4 Page Horizontal with Bleed</b></p> <p>Please leave 1/4 inch extra bleed.</p> <p>8 1/8" x 2 5/8" (8.125 x 2.625) + .25</p>	<p><b>1/4 Page Standard</b></p> <p>3 3/4" x 4 13/16" (3.75 x 4.81)</p>	<p><b>Direction Post</b></p> <p>3 3/4" x 3 3/4" (3.75 x 3.75)</p>	<p><b>Business Card Horizontal</b></p> <p>3 3/4" x 2 5/16" (3.75 x 2.31)</p>	<p><b>Health Services Directory</b></p> <p>3 3/4" x 1 5/16" (3.75 x 1.3125)</p>	<p><b>Marketplace</b></p> <p>2 3/8" x 2 3/8" (2.375 x 2.375)</p>

\* Hot Off The Shelf (This ad is 30 words of submitted text with a full colour product shot.)

## Website Banner Ads

### Top Banner Ads

Top banner ads are located at the top of every page on the site.

### Side Bar Ads

Side bar ads are placed on the right-hand side of the site, adjacent to the central content and are located on every page on the site.

<p><b>Top Banner Ads</b></p> <p>1,080 pixels wide x 195 pixels high</p>	<p><b>Side Bar Ads</b></p> <p>140 pixels wide x 660 pixels high</p>
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# Bonuses & Incentives for 2012

## Platinum

Spend \$4000 + per issue and receive:

- Free Downloadable Website Coupons (value up to \$250/month)
- 1 Free Hot Off the Shelf Ad with Free QR Code/per issue (value \$500/per ad)
- 1 Free HD Facebook Mention Post with Weblink (value \$50/month)
- 50 Free Magazines
  - Weblink

**Total Monthly Value:**

~~\$550.00~~ **FREE!**

**Total Yearly Value:**

~~\$6,600.00~~ **FREE!**

## Gold

Spend \$3500 - \$1800 per issue and receive:

- Free Downloadable Website Coupons (value up to \$250/month)
- 3 Free Hot Off the Shelf Ads with Free QR Codes/per year (value \$500/per ad)
- 1 Free HD Facebook Mention Post with Weblink (value \$50/month)
- 50 Free Magazines
  - Weblink

**Total Monthly Value:**

~~\$425.00~~ **FREE!**

**Total Yearly Value:**

~~\$5,100.00~~ **FREE!**

## Silver

Spend \$1700 - \$1100 per issue and receive:

- Free Downloadable Website Coupons (value up to \$250/month)
- 1 Free Hot Off the Shelf Ad with Free QR Code/per year (value \$500/year)
- Weblink

**Total Yearly Value: \$3,500.00 FREE!**

## Bronze

Spend \$1000 - \$150 per issue and receive:

- Weblink
- Practitioner's Guide Pre-Pay:  
Pre-pay for one year and receive 50 copies of the magazine free for your clinic every issue.

### Further Discounts:

Pre-pay for the year and receive an additional 5% off your negotiated rate.

\*Incentive Spend Packages are net of taxes.

# Editorial



## December / January 2012

Winter health is the main theme this issue with articles on cold and flu, vitamin D, immune system support, as well as, a feature on arthritis and joint care. Other topics include: C-Difficile, Super Spelt, Mushrooms in the Kitchen, Weight Management, Skin Care and Energy Boosters. Recipes include: January Citrus Salad and Stuffed Squash with Mushrooms



## February / March 2012

Heart Health is our main focus this issue and we will explore heart protective foods and supplements. Other topics this issue are: Diabetes, Detox, Men's Health, Making Massage Oils and the Health Benefits of Nuts. Recipes include: Mediterranean Focaccia and Quinoa Stuffed Peppers.



## April / May 2012

Cancer Prevention is a top topic this month. Other topics include: Bone Health, Probiotics, Spring Allergies, Mental Health, Fibromyalgia, Immune System Support and Digestive Health, Cooking with Quinoa, How to Make Your Own Soap, and Eco and Natural Cleaners. Recipes include: Vegetarian Delights, Tofu with Peanut Sauce, Swiss Chard Gratin.



## June / July 2012

This is our Sports Nutrition issue. Other topics include: Food Allergies, Fibre, Natural First Aid, Vitamins, Gardening Tips and Alternative Modalities. Recipes include: Light Summer Dips and Soups



## August / September 2012

This is our Children's Health issue. Other topics include Best Sandwiches, Healthy Lunches, Fibromyalgia and Skin Care. Recipes include: Pear, Pecan, Gorgonzola Crostini, The Californian Sandwich, Sunny-Side Up Club and Open-Face Tuna Sandwich



## October / November 2012

This is our Women's Health issue. Other topics include: Antiaging, Fertility & Pregnancy, Menopause, PMS, Mood Boosters, Stress, as well as, Canning Fruits and Vegetables. Recipes include: Warming Casseroles and Pastas.

## Regular Sections

- *Eco Living*
- *Fit for Life*
- *Naturally Beautiful*
- *Food Passions (recipes)*
- *Make it Natural (DIY fun)*
- *Healing Herbs*
- *The Path to Happiness and more...*

*Editorial themes are updated and modified throughout the year.*

*Is there a topic you're interested in?*

*We welcome researched editorial contributions.*

*To contribute please call:*

*Charleen Wyman, Editor*

*1-877-276-1849*